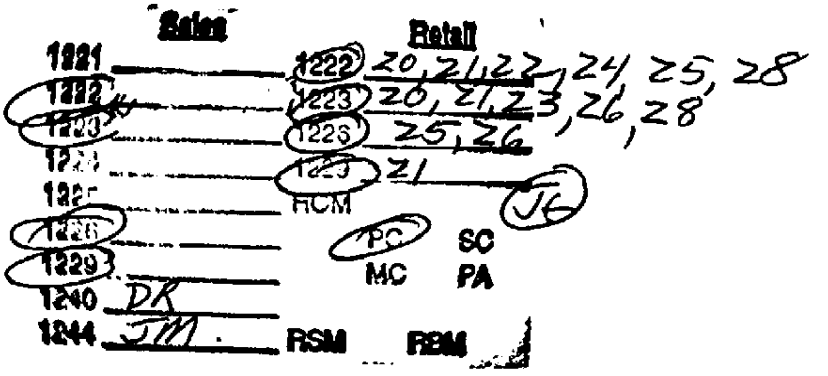
To: 1710 - Pittsburgh ROU, 1110 - Boston ROU(PROVENL), 6210 - Chicago ROU, 2610 - Dallas ROU, 6710 - Detroit ROU, 1210 - New York ROU (ALVICHA), 5810 - Houston ROU (HOWARDC), 5410 - S. California ROU (PECKHAK), 1310 - Philadelphia ROU (METZG), 2310 - S. Florida ROU (FINKLEP), 1610 - Buffalo ROU (BRZEZIE), 2910 - Richmond ROU (YOUNGP)
From: Conroy, Marianna
Posted: 3/31/98 12:52
Opened: 4/1/98 8:34
Subject: Mobil June 1998 VAP

TO: ROUs

Please forward to applicable DMs, RMs, and Retail Reps. All KAMs and AMs have been copied on this.

Thanks,
Marianna Conroy
AM 2944
78002

CC: Forrey, Linda, Huff, C, Cobb, Roger A., Anaya, Monee, Brock, Kent G., Rumberger, J, Zecca, Anthony, Rodriguez, S J., Henderson, Russ, Schwalm, S, Robleto, Mario, Mallardi, J, Towns, Wendy, Rago, Joseph M., Letourne, Paul, Sullivan, Randall A., Torregrossa, Irene, Gesmundo, David J., Knudsen, Kraig D., Reuter, Diane E.
DDA:rfc-822=m_a_askwith@email.mobil.com; O=SMTP; P=RJRT; A=RJRX400; C=US



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R. J. Reynolds Tobacco Company

Marianna Conroy
Account Manager

Sent Via E-Mail

5104 Chowan Avenue
Alexandria, VA 22312
(703) 256-3684
FAX (703) 256-3966

March 31, 1998

TO: ROU #1110, 1210, 1310, 1610, 1710, 2310, 2610, 2910, 5410, 5810, 6210 and 6710
(Please distribute to DMs, RMs, and Retail Reps w/Mobil Responsibility)

RE: Mobil Oil Corporation -- Chain ID #0975-XX-XX
June 1998 VAP

Ladies and Gentlemen,

Due to a commitment made by Mobil Corporate to their field, all snacks, candy, and tobacco distributions for the month of June 1998 have been canceled. *However, Mobil has made the concession that RJR VAP will not be canceled, simply postponed.*

Therefore, for your planning purposes, the June Doral B2G1F/B1G1F should be shipped the week of July 6th. (The exception to this are the Virginia locations, which will not be receiving this promotion at all.) The Salem Tear Tape allocation for June should be shipped during the same week of the July allocation, week of July 13. (In effect, all Mobil locations will receive 2 months allocation of Salem Sniped Product in one delivery.) Please adjust your Mobil 2nd Qtr Workplan Calendars accordingly.

KAMs/AMs with Mobil Oil District Responsibility should discuss this change with their contacts and also issue revised task requests, if applicable. KAMs/AMs with McLane Branch Responsibility should ensure this change is implemented.

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Should anyone have any questions, please advise.

Sincerely,

Marianna

M. Q. Conroy
AM 2944

cc: Dave Gesmundo
Mike Askwith
Mario Robleto
Suzanne Rodriguez
Linda Forrey
Wendy Towns
Anthony Zecca
Jeff Rumberger
Joe Rago
Diane Reuter
Jim Mallardi
Russ Henderson
Irene Torregrossa
Chris Huff
Randy Sullivan
Sharon Schwalm
Roger Cobb
Kraig Knudsen
Monee Anaya
Kent Brock
Paul Letourneau

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